



WetCAP: Web-Enabled Tool for Conservation Action & Partnerships

Healthy wetlands provide natural protection against floods and storm surges, secure water and food supplies, support biodiversity, act as carbon sinks, and sustain livelihoods through resources like food, water, and tourism. Their sustainable use is essential for economic, social, and environmental well-being.

Despite their importance, there is a gap in terms of the available financial resources as well as the capacity necessary for effective wetland management through an integrated management planning process. Businesses have the potential to make a critical impact on wetland conservation and management through ecosystem-based approaches that contribute to the Sustainable Development Goals (SDGs) and climate action. However, businesses are often unaware of these opportunities resulting in limited participation of the private sector in the wetland management domain.

WetCAP is an interactive digital platform that bridges the gap between wetland managers and private sector, enabling effective wetland conservation while unlocking investment opportunities.

Facilitates site-level information input

Enable Wetland Authorities and Site Managers to input detailed site-level information, including ecological conditions, management interventions, budgets, timelines, and projected benefits.

Enhances transparency for private sector engagement

Offering access to site-level information, including priority management intervention details, allowing private sector stakeholders to assess investment potential and alignment with their focus areas.

Enables Public-Private collaboration

Creating a structured framework for private entities to engage directly with Site Managers and explore partnership opportunities.

Incorporates interactive features

Utilising dynamic maps and real-time dashboards, improve data accessibility, user engagement, and decision-making.

Showcases successful cases

Highlight successful interventions through documented case studies from private partnerships, serving as models for replication and learning.



Process Flow



Ministry of Environment, Forest and Climate Change
Government of India

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[CASE STUDIES](#)



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Invest in Nature. Start with Wetlands.

Partner for impact: a smart platform connecting businesses and wetland practitioners to power conservation initiatives.

[Launch Platform](#) ↗

Scan the QR code to access the platform



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